

Dutch Travelers to
CALIFORNIA

Prepared for
California Tourism



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EXECUTIVE SUMMARY

DUTCH TRAVELERS TO CALIFORNIA

Total Market. Of 449,000 Dutch visitors to the U.S., 25.3%, or 114,000 visited California in 2005. This represented a 1% decrease from 2004, and a drop of 35% from the peak year of 1996. Dutch arrival volumes at California ports-of-entry are showing an increase in 2006 continuing a trend of increases for the last three years.

	Visitors to CA from Netherlands (est.)	Netherlands to CA as % of total US
1994	121,000	32.5%
1995	154,000	37.8%
1996	175,000	39.8%
1997	128,000	27.1%
1998	134,000	27.4%
1999	154,000	29.3%
2000	139,000	25.1%
2001	81,000	19.6%
2002	85,000	22.1%
2003	94,000	25.2%
2004	115,000	27.0%
2005	114,000	25.3%

Main Destination. Almost three-fourths of Dutch visitors to California (74%) reported California was the main destination of their U.S. trip.

Purpose of Trip. Among all Dutch visitors to California in 2005, 70% reported vacation/holiday was one of their major reasons for traveling. Other reasons for traveling included visiting friends/relatives (53%), business (23%), and attending a convention (8%).

Port of Entry. A combined total of 39% of Dutch visitors to California entered the U.S. through west coast ports. One-fifth (20%) entered through Los Angeles, followed by San Francisco (19%). The third highest port was Chicago which processed 13% of Dutch visitors to California, followed by Washington DC (12%).

Top Metropolitan Areas Visited in California. Dutch visitors to California in 2005 tended to center their trip itineraries on the major cities of Los Angeles (57%), and San Francisco (46%).

Leisure/Recreation Activities. The top leisure and recreation activities reported by visitors from the Netherlands were shopping, dining and sightseeing in cities. Dutch travelers are more likely to go sightseeing, visit historical places, visit small towns, or visit national parks than other overseas visitors.

Advance Trip Decision. In total, Dutch travelers to California reported making their trip decision 119 days in advance of their trip. This is longer than the average trip decision time of 90 days reported by all overseas visitors to California.

Means of Booking Air Trip. More than six in ten Dutch travelers to California (62%) booked their air trip via a travel agent. This was higher than the other major overseas markets to California (57%).

Means of Booking Lodging. In 2005, 38% of Dutch visitors to California reported booking their lodging through a travel agent, while 15% reported booking their lodging through a hotel/motel directly, compared to 10% for all overseas visitors to California.

Trip Information Sources. Among Dutch visitors to California, the most frequently mentioned sources of information included: a travel agency (51%), followed by personal computer (44%), travel guides (24%), friends or relatives (20%), and direct information from airlines (19%). This was the highest use of travel guides as an information source of any overseas visitor group.

Length of Stay. Dutch visitors stayed an average of 20.9 nights in the U.S. and 7.0 nights in California. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

Sex and Age. Men comprised 76% of Dutch travelers to California and their median age was 40 years. This is less than the median age of 42 years reported by all overseas male visitors to California. Women represented 24% of all Dutch travelers to California in 2005 and their median age was 38 years. The median age reported by all overseas female visitors to California was 40 years.

Travel Party Size. Nearly all (96%) of Dutch travel groups consisted of adults only. Only 4% of Dutch travel groups to California included children. The mean travel party size for all Dutch visitors to the state was 1.6 people, compared to a mean travel party size of 1.5 people for all overseas visitors to California.

Annual Household Income. Visitors from the Netherlands reported similar average median household incomes (\$78,900) relative to all overseas visitors to California (\$78,800).

Accommodations. Most Dutch visitors (86%) to California chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is larger than the 79% reported by all overseas visitors to California. Over one-fourth (27%) of Dutch visitors stayed in a private home in 2005, compared to 30% for all overseas travelers to California.

Use of Prepaid Package. In 2005, 19% of Dutch visitors used prepaid packages. This was higher than the 15% of all overseas visitors to California who reported using prepaid packages.

Expenditures. Visitors to California from the Netherlands spent an estimated 58 million dollars in California in 2005. Dutch visitors were spending an average of \$73 per day during their visit, compared to \$103 for all overseas visitors. Each visitor to California from the Netherlands spent an average of \$511 in the state.

Average International Airfare. Average international airfare to the U.S. was \$1,435 for Dutch visitors, which was lower than the \$1,821 average international airfare reported by all overseas visitors to California during 2005.